



Sales	Retail
1221	1222
1222	1223
1223	1225
1224	1226
1225	FCM
1226	FC
1229	MC
1240	FA
1244	RSM RBM

J. S. (Jeff) RUMBERGER
Key Account Manager

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TO : ALL REGION OPERATION MANAGERS AND SYSTEM
COORDINATORS

MONEE ANAYA, DENNIS BELLINGER, DENNY
BOMGARDNER, JIM BRYANT, MARIANNA CONROY,
CHRIS HUFF

SUBJECT: **SOUTHLAND - 7-ELEVEN - C.I.D. 0001-XX-XX**
1998 MARKETING AND PARTNERS RESOURCE PLANS

Ladies and Gentlemen,

**The Special 7-Eleven Merchandising Contract signed in 1994 and extended
in 1997, will remain in effect through 1998.**

This document will detail the procedures for converting the current contract designations to the new marketing and partners resource plans in all Corporate stores and Franchise locations signed on the Special 7-Eleven Contract **(two company approach - RJR/PM)**

Each KAM/AM (listed above) with 7-Eleven Division responsibility **must submit to the appropriate ROU** a store list converting all special contract designations (7-Eleven) to the new 1998 contract type and plan as soon as possible but **not later than 8/14/98**. All new contracts should be entered as follows and reflect an **effective date of 7/98**.

Participating Self-Service Locations :

CURRENT TYPE/PLAN	MONTHLY RATE	NEW TYPE/PLAN	MONTHLY RATE
PACK OUTLET - L3B	\$170	NW PACK - TSL2B	\$140
PK OUTLT EH - MC	\$80	NW PK EH - MC	\$110
PK AC MAT - L2B	\$47	PRP FULL 9	9 weeks FP 13 weeks Doral

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**Participating Stores with Non-Self-Service/Government Imposed
(Legislated Non Self-Service) :**

CURRENT TYPE/PLAN	MONTHLY RATE	NEW TYPE/PLAN	MONTHLY RATE
PACK OUTLET - LR3B	\$135	NW PACK - TNL2B	\$105
PK OUTLET EH - MC	\$115	NW PK EH - MC	\$145
PK AC MAT - L2B	\$47	PRP FULL9	9 weeks FP 13 weeks Doral

Special Note : Unless legislated off the front counter, the RJR Full Price Front Counter Display must remain on the counter with Security Shields.

Participating stores with non-self-service - 7-Eleven makes the decision to move displays non-self-service due to high pilferage, etc. :

CURRENT TYPE/PLAN	MONTHLY RATE	NEW TYPE/PLAN	MONTHLY RATE
PACK OUTLET - NSL3B	\$100	NW PACK - TNL2B	\$105
PK AC MAT - L2B	\$47	PRP FULL9	9 weeks FP 13 weeks Doral

Participating stores with consolidated backbar sets (test stores) - maximized presence :

CURRENT TYPE/PLAN	MONTHLY RATE	NEW TYPE/PLAN	MONTHLY RATE
VARIABLE	VARIABLE	NW PACK - MXP2B	\$140
		NW PK EH - MC	\$110
		PRP FULL9	9 weeks FP 13 weeks Doral

In order to ensure an accurate 3Q98 Pay Register, all new contract and resource plans must be opened for each 7-Eleven headquarters point (sub level) or 3Q98 contract information will be reflected on independent pay registers.

Important :

Attached for your review/files are :

- Original 7-Eleven Special Merchandising Agreement
- Signed Contract Compliance Expectations Agreement
- Southland/RJR Contract Extension (1997)
- Retail Accrual Program Cancellation Addendum
- New Retail Partners Resource Plan Contract
- Signed Counter Plan-o-Gram

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7-Eleven Corporate did not sign a Brand Distribution Agreement as this goes against their Corporate philosophy and their agreement with Franchise operators. In lieu of this, each KAM/AM with 7-Eleven Division responsibility should work with their local Division contact to ensure our core and Region priority brands are available for order. If any problems arise with specific brands, RJR Managers should contact either myself or Account Executive Jeanne Swisher.

Sales Reps. with Franchise locations participating in an RJR marketing plan other than the Special 7-Eleven Merchandising Contract must have a new contract plan sold with documents signed at store level. All documents are to be submitted to the ROU for entry into SIS by 8/30/98 with an effective date of 7/98. Sales Reps. should continue to sell these locations on participation in the Special 7-Eleven Contract.

Your assistance in ensuring these updates are made in a timely manner is greatly appreciated. Should you have any questions relative to the above, please do not hesitate to contact me.

Sincerely,

Jeff

Jeff S. Rumberger

/cn

cc: Stan Driskell, Jeanne Swisher, RSM's, AVP's

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